

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	PRADHAN, SALIL et al.	§	Conf. No.:	7305
		§		
Appl. No.:	09/843,145	§	Examiner:	Md S. ELAHEE
		§		
Filed:	April 27, 2001	§	TC/A.U.:	2614
		§		
Title:	BROKERING OF	§	Docket No.:	30014343-1
	INFORMATION	§		(HPC.0975US)
	ACQUISITION BY	§		
	DEVICES IN A	§		
	WIRELESS NETWORK	§		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

SUMMARY OF TELEPHONIC INTERVIEWS

Sir:

On January 13, February 25, and March 2, 2010, telephonic interviews were conducted between the undersigned and Examiner Md Elahee. In the telephonic interviews, proposals made by the Examiner to place the claims in condition for allowance were discussed.

The proposal made by the Examiner are attached in the Unofficial Amendment. No references or exhibits were discussed.

Agreement was reached to enter the amendments by Examiner's Amendment to place the case in condition for allowance.

Respectfully submitted,

Date: March 3, 2010

/Dan C. Hu/

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UNOFFICIAL AMENDMENT

Sir:

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1. (Currently Amended) A method of advertising comprising:
2 ~~broadcasting-receiving~~, at a consumer telecommunications device, a first part of
3 an advertisement broadcast via a short range link from an advertiser telecommunications
4 device;
5 receiving a second part of the broadcast-advertisement on a at the consumer
6 telecommunications device, wherein the second part of the advertisement is received
7 from the advertiser device by the consumer device after the consumer device has
8 screened the first part of the advertisement;
9 replying to the advertisement by sending a reply message including message data
10 from the consumer telecommunications device to an advertisement broker device;
11 changing the message data of the reply message at the broker device to derive a
12 changed reply message that includes at least a substantial portion of the reply message;
13 and
14 communicating the changed reply message from the broker device to the
15 advertiser telecommunications device.

1 2. (Currently Amended) The method according to claim 1 in which the
2 advertisement is received at ~~broadcast to~~ a man portable consumer device.

1 3. (Currently Amended) The method according to claim 1[[2]] in which the
2 consumer telecommunications device is a hand-holdable portable and pocketable device.

1 4. (Previously Presented) The method according to claim 1 in which the
2 advertisement is broadcast from a man portable advertiser device.

1 5. (Previously Presented) The method according to claim 4 in which the
2 advertiser device is a hand-holdable portable device.

1 6. (Cancelled)

1 7. (Currently Amended) The method according to claim 1 in which the
2 advertiser telecommunications device does not include its own telecommunications
3 address in ~~the its broadcast~~ advertisement.

1 8. (Currently Amended) The method according to claim 7 further including
2 the step of including ~~a the~~ telecommunications address of the broker device in the
3 advertisement broadcast by the advertiser telecommunications device.

1 9. (Currently Amended) The method according to claim 1 further including
2 the steps of including one or more advertisement classification codes in the advertisement
3 broadcast by the advertiser telecommunications device, and comparing the one or more
4 advertising classification codes with allowable advertisement codes in an advertisement
5 screening operation by the consumer telecommunications device.

1 10. (Currently Amended) The method according to claim 9 in which the
2 consumer telecommunications device stores or brings to the attention of a user only those
3 advertisements which are passed by the screening operation that the consumer
4 telecommunications device performs on the broadcast advertisements that ~~it the consumer~~
5 telecommunications device receives.

1 11. (Currently Amended) The method according to claim 1 in which the
2 consumer telecommunications device replies to an advertisement via long range
3 telecommunications to the advertiser telecommunications device.

1 12. (Cancelled)

1 13. (Cancelled)

1 14. (Currently Amended) The method according to claim 1 comprising using
2 a mobile telephone, personal digital assistant, or other small portable electronic devices
3 for both the advertiser telecommunications device and the consumer telecommunications
4 device, the advertiser and consumer telecommunications devices both having both
5 piconet short range and long range telecommunication capabilities.

1 15-19. (Cancelled)

1 20. (Currently Amended) A server adapted to act as an advertisement broker
2 device contactable via wireless telecommunications with a consumer device, the server
3 including an arrangement adapted to (a) receive one of (i) an advertisement message from
4 an advertiser device or (ii) a reply message to an advertisement from the consumer
5 device, and (b) forward the received message to a remote telecommunications device; the
6 arrangement being adapted to modify the received message so as to ensure, at least
7 initially, that no telecommunications address of an advertiser or replier to [[an]]the
8 advertisement is passed with the modified message that is forwarded by the server,
9 wherein the advertisement has a first part and a second part, the second part being sent
10 from the advertiser device to the consumer device after the consumer device has screened
11 the first part.

1 21. (Cancelled)

1 22. (Currently Amended) A network comprising:
2 an advertiser device comprising a first telecommunications device having both a
3 short range transmitter and receiver unit, and a long range telecommunications transmitter
4 and receiver, a memory, and a ~~control~~ processor, the memory including an advertisement;
5 a consumer device comprising a second telecommunications device, having: (a) a
6 short range, piconet transmitter and receiver unit, (b) a long range telecommunications
7 transmitter and receiver unit, (c) a second memory, and (d) a control processor, the second
8 memory or the control processor of the consumer device having an advertisement receiver
9 which, in use, is capable of receiving and storing an the advertisement, wherein the
10 advertisement has a first part and a second part, and wherein the advertisement receiver is
11 configured to receive the second part of the advertisement from the advertiser device after
12 the consumer device has screened the first part;
13 and an advertisement broker device contactable via wireless telecommunications
14 with both the advertiser and consumer devices, the broker device being adapted to
15 selectively (a) pass advertiser details to the consumer device in response to triggering, (b)
16 pass consumer details to the advertiser device in response to triggering, and (c) block
17 passage of at least one of (i) advertiser details to the consumer device and (ii) consumer
18 details to the advertiser device.

1 23-24. (Cancelled)

1 25. (Previously Presented) The network according to claim 22 in which the
2 broker device is connectable with the advertiser device and the consumer device via long
3 range wireless telecommunications.

1 26. (Previously Presented) The network of claim 22 wherein each the
2 telecommunications devices includes a hybrid mobile telephone.

1 27. (Previously Presented) The method according to claim 1, wherein the
2 change to the reply message includes augmenting the reply message.

1 28. (Currently Amended) The method according to claim 1, wherein the
2 change to the reply message includes modifying original text ~~or of~~ the reply message.

1 29. (Currently Amended) The network according to claim 28, wherein the
2 original text is modified by removing an identifier of ~~the~~ a consumer.

1 30. (Currently Amended) The method according to claim 1, wherein the
2 broker device is interposed in a telecommunications link between the advertiser device
3 and the consumer telecommunications device.

1 31. (Currently Amended) The method according to claim 1, wherein the reply
2 message communicated from the broker device to the advertiser telecommunications
3 device is changed by the broker device changing the message data sent by the consumer
4 telecommunications device by augmenting the message data in the reply message sent by
5 the consumer telecommunications device to the broker device.

1 32. (Currently Amended) The server of claim 20, wherein in at least one of the
2 advertisement message or the reply message includes a telecommunications address and
3 the server is adapted to remove the telecommunication address from at least one of ~~the~~
4 advertisement data and the reply message to ensure that no telecommunication address of
5 the advertiser or replier is passed with the message ~~transmitted~~ forwarded by the server.

1 33. (Currently Amended) The method of claim 1, further including
2 ~~transmitting-receiving~~ additional advertisement information from the advertiser
3 telecommunications device ~~to by~~ the consumer telecommunications device in response to
4 a request for additional information by the consumer telecommunications device to the
5 advertisement.

1 34. (Currently Amended) The network of claim 22, wherein the
2 advertisement broker device includes a server adapted to receive one of (i) an
3 advertisement message or (ii) a reply message to an advertisement and to forward the
4 received message to a remote telecommunications device; the server being adapted to
5 modify the received message so as to ensure, at least initially, that no telecommunications
6 address of an advertiser or replier to an advertisement is passed with the message that is
7 ~~transmitted~~ forwarded by the server.

1 35. (Previously Presented) The method according to claim 1 wherein the
2 broker device changes the message data by blocking passage of at least one of (i)
3 advertiser details to the consumer device and (ii) consumer details to the advertiser device.

1 36. (Currently Amended) The method according to claim 35 wherein the
2 broker device changes the message data by blocking passage of the address of the
3 advertiser telecommunications device to the consumer telecommunications device.

1 37. (Currently Amended) The network of claim 22 wherein the broker device
2 is arranged, during passing of details of the advertiser to the consumer device, to block
3 passage of the address of the advertiser telecommunications devices to the consumer
4 telecommunications device.

1 38. (Cancelled)

1 39. (Currently Amended) The method according to claim 1, wherein the reply
2 message communicated from the broker device to the advertiser telecommunications
3 device is changed by the broker device changing the message data sent by the consumer
4 telecommunications device by deleting some of the message data in the reply message
5 sent by the consumer telecommunications device to the broker device.

1 40. (Currently Amended) ~~The A~~ network comprising:
2 an advertiser device comprising a first telecommunications device having both a
3 short range transmitter and receiver unit, and a long range telecommunications transmitter
4 and receiver, a memory, and a ~~control~~ processor, the memory including an advertisement;
5 a consumer device comprising a second telecommunications device, having (a) a
6 short range, piconet transmitter and receiver unit, (b) a long range telecommunications
7 transmitter and receiver unit, (c) a second memory, and (d) a control processor, the second
8 memory or the control processor of the consumer device having an advertisement receiver
9 which, in use, is capable of receiving and storing ~~an the advertisement, wherein the~~
10 advertisement has a first part and a second part, and wherein the advertisement receiver is
11 configured to receive the second part of the advertisement from the advertiser device after
12 the consumer device has screened the first part; and
13 an advertisement broker device contactable via wireless telecommunications with
14 both the advertiser and consumer devices, the broker device being adapted to selectively (a)
15 pass consumer details to the advertiser device in response to triggering and (b) block
16 passage of at least one of (i) advertiser details to the consumer device and (ii) consumer
17 details to the advertiser device.

1 41. (Previously Presented) The network of claim 40 wherein the broker
2 device is also adapted to selectively pass advertiser details to the consumer device.

1 42. (Previously Presented) The network of claim 40 wherein the
2 advertisement broker device is adapted to block passage of both (i) advertiser details to
3 the consumer device and (ii) consumer details to the advertiser device.

1 43. (Previously Presented) The network of claim 22 wherein the
2 advertisement broker device is adapted to block passage of both (i) advertiser details to
3 the consumer device and (ii) consumer details to the advertiser device.

REMARKS

As discussed.

Respectfully submitted,

Date: _____

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